

Proposed Calendar of Events for 2016

| St Patty's Day Celtic Fest | March 12 |
|------------------------------|---------------------|
| KidzFest | May 14 |
| Classic Movie Night | |
| Friday Night Live | |
| Sunday Concerts | June 19 |
| Rockin' Independence Eve | Sunday, July 3 |
| Classic Movie Night | July 9 |
| Friday Night Live | July 15 |
| Sunday Concerts | |
| Classic Movie Night | August 13 |
| Friday Night Live | August 19 |
| Sunday Concerts | August 21 |
| Sunday Concerts | September 18 |
| OctoBeer Fest | October 14 – 15 -16 |
| (Sunday from 12 noon to 5pm) | |

(Prepared by Full Circle Marketing)

| To the last of the | 0.7 | |
|--|--------|-------------------------------------|
| EST. 1752 | | Greatness Begins Here. OWN HESTER= |
| | =WINCH | HESTER= |
| | WINCE | HESTER |
| | | |

| Event | Evnonces | | |
|-----------------------------------|----------------|----------------------|--|
| St Patty's Celtic Fest | Expenses \$ | 7 512 00 | |
| Kidz Fest | \$ | 7,512.00 7,752.53 | |
| | \$ | | |
| Friday Night Live June | | 14,747.42 | |
| Friday Night Live July | \$ | 14,945.81 | |
| Friday Night Live August | \$ | 14,910.16 | |
| Classic Movies On Mall | \$ | 3,425.00 | |
| Rockin Independence Eve | \$ | 17,891.88 | |
| Octobeer Fest | \$ | 34,919.59 | |
| Sunday Concert | \$ | 3,425.00 | |
| Family Movies | \$ | 3,400.00 | |
| Total Expenses | \$ | 122,929.39 | |
| these are rough projected numbers | | | |
| Events | Revenue | | |
| St Patty's Celtic Fest | \$ | 7,500.00 | |
| Kidz Fest | \$ | 9,250.00 | |
| Friday Night Live June | \$ | 14,500.00 | |
| Friday Night Live July | \$ | 15,000.00 | |
| Friday Night Live August | \$ | 15,000.00 | |
| Classic Movies On Mall | \$ | 2,500.00 | |
| Rockin Independence Eve | \$ | 18,250.00 | |
| Octobeer Fest | \$ | 37,750.00 | |
| Sunday Concert | \$ | 3,000.00 | |
| Family Movies | \$ | 2,500.00 | |
| Total Revenue | \$ | 125,250.00 | |
| these are rough projected numbers | | | |
| Net Revenue | \$ | 2,320.61 | |
| | | | |
| these are rough projected numbers | | | |

SPECIAL EVENT CONSIDERATIONS FOR DISCUSSION: Special Event Purpose € Deposits for Tents, Talent, Fencing and more. € Time Table € Competing Events or Combining Events € Event Layout / Map / Access € Revenue Generation € Incentives / Disincentives € Payment Schedule € **Contingency Planning** € Special Risks € CITY OF WINCHESTER: **CONTRACTOR:** BY:____ TITLE: TITLE: SPECIAL EVENT COORDINATOR

DATE:

11/25/15

DATE: _____

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

EVENT NAME: St Patty's Day Celtic Fest, March 12th, 2016

EVENT LOCATION: Along the whole Old Town Walking Mall & Taylor Pavilion

| | LABOR HOURS: | QTY: | | LABOR RA | AIE: | TOTAL C | .031: | | | |
|----------|--|---|---------------------------|--------------------------|--------|-----------------|----------|------------|-------------|--------------|
| | Principal: | | х | | = | Retainer | | | | |
| | Laborer: | | X | | _ = | Retainer_ | - | | | |
| | Event Coordinator: Work Release: | | X | N/A | _ = | Retainer_ | | | | |
| | Volunteers: | | X X | N/A | = = | | | | | |
| В. | ADVERTISING CA Advertising Expenses: radio, print, video, social | See Attac | hed pro | ojections | | | | | | |
| | | | | | | | | | | |
| C. | OPERATIONAL E Firms Operating Expense List out equipment neede | es: S | See att | tached proje | | ic and charitab | le group | s, and all | the retail, | advertising) |
| C. D. | Firms Operating Expense | es: S ed: See attac | See att ched pr C (spor | rojections nsorship, adv | ctions | | le group | s, and all | the retail, | advertising) |
| | List out equipment neede | es: S ed: See attac EVENUE tached proj | See att | rojections nsorship, adv | ctions | | le group | s, and all | the retail, | advertising) |

| St Patty's Celtic Fest March 12th, 2016 | | |
|--|---------------------------|--|
| Expenses | Total Cost | |
| | | |
| Grand Rental Station | \$ 800.00 | |
| Johnny Blues | \$ 500.00 | |
| Security | \$ - | |
| Insurance | \$ 175.00 | |
| Photography | \$ 100.00 | |
| Valley Ice | \$ - | |
| Fencing | \$ 300.00 | |
| Rest Room Attendant | \$ 35.00 | |
| Sunbelt Rental | | |
| Old Court House Civil War Museum | \$ - | |
| Palmer Media (Audio/Sound) | \$ 500.00 | |
| Media Campaign | | |
| l HeartMedia (Q102, 98.3, 99.3 FM) | \$ 500.00 | |
| Centennial Broadcasting (92.5 WINC B105, 1400 AM) | \$ 500.00 | |
| Video Production | \$ 300.00 | |
| The Winchester Star | \$ 500.00 | |
| NV Dailey | \$ 100.00 | |
| Frederick Report | \$ 50.00 | |
| Google ad's | \$ 50.00 | |
| Facebook Boosting | \$ 75.00 | |
| Bands- Performers & Entertainment | \$ 2,000.00 | |
| MISC (i.e press conference, Piccadilly Printing-tickets posters, | | |
| Signet Screen-signs, rack card, zip ties, bathroom attendant, | | |
| table covers, prizes, survey cards, cups,fliers, volunteer food, | | |
| poster ad design) | \$ 1,000.00 | |
| Winchester Parking Authority | \$ 27.00 | |
| Sub total expenses (some expenses subject to change) | \$ 7,512.00 | |
| | | |
| Revenue (subject to change based on sponsorships - | | |
| projected revenue extimated lower then expected | Total | |
| non ticket event - FREE for families | \$ - | |
| Exhibitors Vendors | \$ 1,000.00 | |
| | \$ 6,500.00 | |
| Sponsorship & Advertising Revenue | | |
| Total revenue projected Net Revenue | \$ 7,500.00 \$ (12.00) | |
| Media Partner and Trade Value | φ (12.00) | |
| Heart Media, Centenial Braodcasting, Winchester Star, | | |
| Comcast, Frederick Report, Valley Home Style, Google Ads, | | |
| OTW Facebook, partner's Facebook | \$ 20,000.00 | |
| OTWIT account, partiters racebook | φ 20,000.00 | |

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| EVENT | NAME: | Kidz F | est, SATURDA | AY, May 14, 201 | 6 | | |
|-------|---|---------------------|-----------------|--------------------|---------------|--|---------|
| EVENT | LOCATION: | Old Co | urt House Civil | War Museum – | Mall – Feltr | ner Parking Lot – Taylor Pavilion | |
| | LABOR HOU Principal: Laborer: Event Coordinate Work Release: Volunteers: | , | QTY: | xxxx | RATE: = = = = | TOTAL COST: RetainerRetainerRetainer | |
| | ADVERTISIS Advertising Expe | enses: eo, socia | See Attached | s, signs see attac | ched | | |
| | Firms Operating I List out equipment Tents, tables, and | Expense nt neede | d: See attached | attached proj | | encing, portable toilets, permits, tents, excl. adve | rtising |
| O. | OPERATION Firm's Revenue | | | | ket sales, | , endorsements, advertising, etc.): | |
| | List our Revenue Corporate sponso | | | l projections | | | |

| Kidz Fest May 14th, 2016 | To the state of | |
|--|-----------------|--|
| Expenses | Total Cost | |
| City Tax | \$ - | |
| Grand Rental Station (inflatables & sports experience) | \$ 216.56 | |
| Johnny Blues | \$ 804.98 | |
| Security | \$ - | |
| Insurance | \$ 175.00 | |
| Photography | \$ 100.00 | |
| Valley Ice | \$ - | |
| Fencing | \$ 27.74 | |
| Rest Room Attendant | \$ 30.00 | |
| Sunbelt Rental | \$ - | |
| Old Court House Civil War Museum | \$ - | |
| Palmer Media (Audio/Sound) | \$ - | |
| Media Campaign | | |
| I HeartMedia (Q102, 98.3, 99.3 FM) | \$ 500.00 | |
| Centennial Broadcasting (92.5 WINC B105, 1400 AM) | \$ 500.00 | |
| Video Production | \$ 300.00 | |
| The Winchester Star | \$ 485.26 | |
| NV Dailey | \$ 99.88 | |
| Frederick Report | \$ 111.11 | |
| Google ad's | \$ 50.00 | |
| Facebook Boosting | \$ 75.00 | |
| Bands- Performers & Entertainment | \$ 3,000.00 | |
| MISC (i.e press conference, Piccadilly Printing-tickets posters, | | |
| Signet Screen-signs, rack card, zip ties, bathroom attendant, | | |
| table covers, prizes, survey cards, cups,fliers, volunteer food, | | |
| poster ad design) | \$ 1,250.00 | |
| Winchester Parking Authority | \$ 27.00 | |
| Sub total expenses (some expenses subject to change) | \$ 7,752.53 | |
| | | |
| Revenue (subject to change based on sponsorships) | Total | |
| non ticket event - FREE for families | \$ - | |
| Exhibitors Vendors | \$ 1,750.00 | |
| Sponsorship & Advertising Revenue | \$ 7,500.00 | |
| Total revenue projected | \$ 9,250.00 | |
| Net Revenue | \$ 1,497.47 | |
| Media Partner and Trade Value | | |
| I Heart Media, Centenial Braodcasting, Winchester Star, | | |
| Comcast, Frederick Report, Valley Home Style, Google Ads, | | |
| OTW Facebook, partner's Facebook | \$ 20,000.00 | |

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EVENT NAME: Classic Movies on the Mall (Second Saturday, June, July, August, 2016)

EVENT LOCATION: Taylor Pavilion

A. PROJECTED TOTAL EVENT COST; See Attached projections

| LABOR HOURS: | QTY: | I | ABOR RAT | ΓE: | TOTAL COST: | | |
|--|---------------|-------------|-----------------|------------|----------------------------------|---------------------|------|
| Principal: | | х _ | | _ = | Retainer | | |
| Laborer: | | х | | _ = | Retainer | | |
| Event Coordinator: | | х _ | | _ = | Retainer | | |
| Work Release: | | _ | N/A | _ | | | |
| Volunteers: | | х _ | N/A | _ = | | | |
| ADVERTISING | | | | | | | |
| Advertising Expenses: S | ee Attached | Projecti | ons | | | | |
| List out media campaign | and plan: P | osters. A | frames- inserts | . social i | nedia boosting, etc. | | |
| | | | | | | | |
| | | | | | | | _ |
| OPERATIONA advertising) Firms Operating Expens List out equipment need | es: See Attac | | | stage, l | ights, fencing, portable toilets | , permits, tents, o | excl |
| Provided by Magic Lant | | cilitate sl | nowing of movi | es, cost | of movies - see attached | | |
| | | , | | | | | |
| | | | | | | | |
| OPERATIONA | L REVEN | IUE (sp | onsorship, ac | dvertisi | ng, etc.): | | |
| OPERATIONA Firm's Revenue: See A | | | onsorship, ac | dvertisi | ng, etc.): | | |
| | ttached Proj | | onsorship, ac | dvertisi | ng, etc.): | | |
| Firm's Revenue: See A | ttached Proj | | onsorship, ad | dvertisi | ng, etc.): | | |
| Firm's Revenue: See A List our Revenue Source | ttached Proj | | onsorship, ad | dvertisi | ng, etc.): | | |

| Classic Movies on The Mall, 2016, Second | | |
|--|---------------|-------|
| Saturday | Takal Oant | |
| Approximate Expenses | Total Cost | |
| Grand Rental Station | | |
| Johnny Blues | | |
| Insurance | \$ 175.00 | |
| Palmer Media (Audio/Sound) | | |
| Media Campaign | \$ 500.00 | |
| Clear Channel/iHeartMedia (Q102, 98.3, | | |
| 99.3 FM) | | |
| Centennial Broadcasting (92.5, 105, 104 | | |
| FM, 1400 AM) | | |
| Google ad's | | |
| Facebook Boosting | | |
| Entertainment 3 movies | \$ 2,000.00 | |
| MISC (i.e press conference, Piccadilly Printing- | | |
| posters, Signet Screen-signs, rack card, | | |
| bathroom attendant, survey cards, fliers, | П | |
| poster & ad design) | \$ 750.00 | |
| Sub total expenses (some expenses | | |
| subject to change) | \$ 3,425.00 | |
| , , , | | |
| | | |
| | | |
| Revenue (subject to change based on | The second of | |
| sponsorships - projected revenue | | |
| | Tatal | |
| extimated lower then expected | Total | |
| non ticketed event FREE to public | | |
| Sponsorship | \$ 2,500.00 | |
| Total revenue projected | \$ 2,500.00 | - 265 |
| | | |
| Net Revenue | \$ (925.00) | |
| | | |
| | | |
| | | |

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| LABOR HOURS: | QTY: | LABOR RATE: | TOTAL COST: |
|--|--|--|--|
| Principal: | x | = | Retainer |
| Laborer: | X | = | Retainer |
| Event Coordinator: | x | = | Retainer |
| Work Release: | X | N/A= | |
| Volunteers: | x | N/A= | |
| ADVERTISING C | AMPAIGN(medi | ia, marketing, sales): | |
| Advertising Expenses: | See Attached pr | ojections | |
| | | | |
| Padio print video soci | al madia nosters si | ans - see attached | |
| Radio, print, video, soci | al media, posters, sig | gns - see attached | |
| | | | |
| OPERATIONAL I | EXPENDITURE | ES (talent, stage, lights, | fencing, portable toilets, permits, tents, e |
| | EXPENDITURE | | fencing, portable toilets, permits, tents, e |
| OPERATIONAL I | EXPENDITURE ses: See att | ES (talent, stage, lights, tached projections | fencing, portable toilets, permits, tents, e |
| OPERATIONAL I Firms Operating Expens List out equipment need | EXPENDITURE ses: See att ed: See attached pr | ES (talent, stage, lights, tached projections | fencing, portable toilets, permits, tents, e |
| OPERATIONAL I | EXPENDITURE ses: See att ed: See attached pr | ES (talent, stage, lights, tached projections | fencing, portable toilets, permits, tents, e |
| OPERATIONAL I Firms Operating Expense List out equipment need Tents, tables, bands and | EXPENDITURE tes: See att ed: See attached pr street performers | ES (talent, stage, lights, tached projections | |
| OPERATIONAL I Firms Operating Expense List out equipment need Tents, tables, bands and OPERATIONAL I | EXPENDITURE tes: See att ed: See attached pr street performers REVENUE (spo | ES (talent, stage, lights, tached projections rojections | fencing, portable toilets, permits, tents, e |
| OPERATIONAL I Firms Operating Expense List out equipment need Tents, tables, bands and | EXPENDITURE tes: See att ed: See attached pr street performers REVENUE (spo | ES (talent, stage, lights, tached projections rojections | |
| OPERATIONAL I Firms Operating Expense List out equipment need Tents, tables, bands and OPERATIONAL I | EXPENDITURE tees: See attached prestreet performers REVENUE (spottached projections | ES (talent, stage, lights, tached projections rojections | |

| Friday Night Live - June 17, 2016 | |
|--|-----------------------|
| Expenses | Total Cost |
| City Admission Taxes | \$ 126.55 |
| Grand Rental Station (tent, chair, tables) | \$ 750.00 |
| Photographer | \$ 100.00 |
| Johnny Blue | \$ 200.00 |
| Security | \$ 300.00 |
| Insurance | \$ 175.00 |
| ice/WalMart | \$ 150.00 |
| Fencing | \$ 27.74 |
| Parking Authority | \$ 27.00 |
| Palmer Media (Audio/Sound) | \$ 1,500.00 |
| Media Campaign | |
| I Heart Radio (Q102, 98.3, 99.3 FM) | \$ 1,000.00 |
| Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM) | \$ 1,000.00 |
| Video Production | \$ 285.71 |
| The Winchester Star | \$ 485.26 |
| The Journal | \$ 160.00 |
| NV Dailey | \$ 99.88 |
| Frederick Report | \$ 111.11 |
| Wein & Stien | \$ 66.67 |
| Google ad's | \$ 150.00 |
| Facebook Boosting | \$ 32.50 |
| Entertainment | |
| Bands | \$ 5,000.00 |
| Street Performers and Musicans; Caricature, Photo Booth, Stilt | |
| Walker, Magician, Mime | |
| | \$ 1,500.00 |
| Signet Screen-signs, rack card, zip ties, bathroom attendant, | |
| table covers, prizes, survey cards, cups,fliers, volunteer food, | |
| poster ad design) | \$ 1,500.00 |
| Sub total expenses (some expenses subject to change) | \$14,747.42 |
| | + 1,1 11 1 |
| Revenue (subject to change based on sponsorships - | |
| | Total |
| projected revenue extimated lower then expected | Total |
| Tickets Exhibitors/Vendors | \$ 3,000.00 |
| | \$ 500.00 |
| Sponsorship & Advertising Revenue | \$11,000.00 |
| Total revenue projected Net Revenue | \$ 14,500.00 |
| Media Partner and Trade Value | \$ (247.42) |
| I Heart Media, Centenial Braodcasting, Winchester Star, | |
| Comcast, Frederick Report, Valley Home Style, Google Ads, | |
| OTW Facebook, partner's Facebook | \$ 25,000.00 |
| Citi acopoon, paration of acopoon | Ψ 20,000.00 |

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Task Order.

EVENT NAME: Sunday Concert (Third Sunday of the month, June, July, August, September, 2016)

| LABOR HOURS: | QTY: | | LABOR RA | TE: | TOTAL COST: |
|---|--------------------------|---------|---------------------------------|------------|---|
| Principal: | | x | | _ = | Retainer |
| Laborer: | | х | | _ = | Retainer |
| Event Coordinator: | | х | | _ = | Retainer |
| Work Release: | | х | N/A | = | |
| Volunteers: | | x | N/A | = | |
| List out media campaign | and plan: P | osters, | A-frames- insert | s, social | media boosting, etc. |
| advertising) | | | | stage, 1 | lights, fencing, portable toilets, permits, ten |
| advertising) Firms Operating Expense | es: See Attac | ched P | Projections | | |
| advertising) | es: See Attac | ched P | Projections | | |
| advertising) Firms Operating Expense | es: See Attac | ched P | Projections | | |
| advertising) Firms Operating Expense | es: See Attac | ched P | Projections | | |
| advertising) Firms Operating Expense List out equipment neede | es: See Attaced: Managed | by ful | Projections Il circle marketing | g, cost of | |

F.

EVENT LOCATION: Taylor Pavilion

PROJECTED TOTAL EVENT COST: See Attached Projections

| Sunday Concerts June, July, August, September 2016, third Sunday | | | |
|--|-----|----------|--|
| Approximate Expenses | Tot | al Cost | |
| Grand Rental Station | | | |
| Johnny Blues | | | |
| Insurance | \$ | 175.00 | |
| Palmer Media (Audio/Sound) | | | |
| Media Campaign | \$ | 500.00 | |
| Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM) | | | |
| Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM) | | | |
| Google ad's | | | |
| Facebook Boosting | | | |
| Entertainment | | | |
| Bands- (One Stage) 4 Bands/ 4 Dates | \$ | 2,000.00 | |
| MISC (i.e press conference, Piccadilly Printing- posters, Signet | | | |
| Screen-signs, rack card, bathroom attendant, survey cards, fliers, | | | |
| poster & ad design) | \$ | 750.00 | |
| Total Expenses | \$ | 3,425.00 | |
| Revenue (some revenue subject to change based on | | | |
| pledged sponsorships) | To | tal | |
| non ticketed event FREE to public | | | |
| Exhibitors-Vendors | | | |
| Sponsorship | \$ | 3,000.00 | |
| Total revenue projected | \$ | 3,000.00 | |
| Net Revenue | \$ | (425.00) | |

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| 7 22112 | NAME: | Rockin | Independer | nce Ev | ve, Friday, July 3, 2 |)16 | |
|---------|---|-----------|----------------|------------------|-----------------------|-----------------------|---|
| VENT | LOCATION: | Old Co | urt House Ci | vil Wa | ar Museum – Mall – | Feltn | er Parking Lot – Taylor Pavilion |
| ۱. | PROJEC' | TED T | OTAL E | VEN' | T COST; See A | tacl | hed projections |
| | LABOR HOU Principal: Laborer: Event Coordinate Work Release: Volunteers: | - | QTY: | x x x x | LABOR RATE | : = = = = | TOTAL COST: RetainerRetainerRetainer |
| | ADVERTISE Advertising Expe Radio, print, vide | enses: | See Attach | ed pr | U | | |
| | Firms Operating | Expense | s: See attach | ee att hed pr | tached projection | | encing, portable toilets, permits, tents, excl. advertisi |
| | Tents, tables, bar | nds, kids | activities and | d stree | et performers | | |

| Rockin Independence Eve July 3rd, 2016 | | | |
|---|------|-----------|---|
| Expenses | Tota | l Cost | |
| Grand Rental Station (tent, chair, tables) | \$ | 1,500.00 | |
| Photographer | \$ | 100.00 | |
| Johnny Blue | \$ | 676.50 | |
| Fencing | \$ | 27.74 | |
| Security | \$ | 412.50 | 1 |
| Insurance | \$ | 175.00 | |
| Insurance for Shenandoah Univ | \$ | 431.25 | |
| Valley Ice | \$ | 175.00 | |
| Fencing | \$ | 50.00 | |
| Sunbelt Rental | \$ | 273.26 | |
| Parking Authority | \$ | 27.00 | |
| Palmer Media (Audio/Sound) | \$ | 1,500.00 | |
| Media Campaign | _ | 1,000.00 | |
| I HeartMedia (Q102, 98.3, 99.3 FM) | \$ | 500.00 | |
| Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM) | | 500.00 | |
| Video Production | \$ | 285.71 | |
| The Winchester Star | \$ | 485.26 | |
| The Journal | \$ | 160.00 | |
| NV Dailey | \$ | 99.88 | |
| Frederick Report | \$ | 111.11 | |
| Wein & Stien | \$ | 66.67 | |
| Google ad's | \$ | 200.00 | |
| Facebook Boosting | \$ | 160.00 | |
| Entertainment | _ | 100.00 | |
| Bands | \$ | 2,500.00 | |
| Street Performers | \$ | 1,750.00 | |
| DJ Music | \$ | 225.00 | |
| MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups,fliers, volunteer food, poster ad design) | \$ | 1,500.00 | |
| Fireworks Display | \$ | 4,000.00 | |
| Sub total expenses (some expenses subject to | Ψ | 4,000.00 | |
| change) | \$ | 17,891.88 | |
| sponsorships - projected revenue extimated lower | | | |
| then expected | Tota | | |
| non ticketed event FREE to public | \$ | | |
| Exhibitors/Vendors | \$ | 750.00 | |
| Sponsorship & Advertisement Revenue | \$ | 17,500.00 | |
| Total Revenue | \$ | 18,250.00 | |
| Net Revenue | \$ | 358.12 | |
| Media Partner and Trade Value | | | |
| l Heart Media, Centenial Braodcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook | \$ | 20,000.00 | |

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EVENT NAME: Friday Night Live, July 15, 2016 EVENT LOCATION: Taylor Pavilion and additional performers on Old Town Mall LABOR HOURS: OTY: LABOR RATE: TOTAL COST: A. Principal: Retainer Х Laborer: Retainer___ Х **Event Coordinator:** Retainer Х N/A Work Release: X Volunteers: ADVERTISING CAMPAIGN (media, marketing, sales): B. See Attached projections Advertising Expenses: Radio, print, video, social media, posters, signs see attached **OPERATIONAL EXPENDITURES** (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising) C. See attached projections Firms Operating Expenses: List out equipment needed: See attached projections Tents, tables, bands and street performers **OPERATIONAL REVENUE** (sponsorship, ticket sales, endorsements, advertising, etc.): D. Firm's Revenue: See attached projections List our Revenue Sources: See attached projections Ticket and corporate sponsors- see attached

PROJECTED TOTAL EVENT COST; See Attached projections

E.

| Friday Night Live July 15th, 2016 | | | |
|---|------|-----------|--|
| Expenses | Tota | al Cost | |
| City Admission Taxes | \$ | 168.94 | |
| Grand Rental Station (tent, chair, tables) | \$ | 750.00 | |
| Photographer | \$ | 100.00 | |
| Johnny Blue | \$ | 200.00 | |
| Security | \$ | 300.00 | |
| Insurance | \$ | 175.00 | |
| lce | \$ | 213.23 | |
| Fencing | \$ | 27.74 | |
| Parking Authority | \$ | 27.00 | |
| Palmer Media (Audio/Sound) | \$ | 1,500.00 | |
| Media Campaign | Ť | 7,000.00 | |
| Clear Channel/IHeartMedia (Q102, 98.3, 99.3 FM) | \$ | 1,000.00 | |
| Centennial Broadcasting (92.5, 105, 104 FM, 1400 AN | _ | 1,000.00 | |
| Video Production | \$ | 285.71 | |
| The Winchester Star | \$ | 485.26 | |
| The Journal | \$ | 160.00 | |
| NV Dailey | \$ | 99.88 | |
| Frederick Report | \$ | 111.11 | |
| Wein & Stien | \$ | 66.67 | |
| Google ad's | \$ | 200.00 | |
| Facebook Boosting | \$ | 75.27 | |
| Entertainment | ۳ | 10.21 | |
| Bands | \$ | 5,000.00 | |
| Street Performers and Musicans; Caricature, Photo | ۳ | 0,000.00 | |
| Booth, Stilt Walker, Magician, Mime | | | |
| | \$ | 1,500.00 | |
| | Ψ | 1,500.00 | |
| MISC (i.e press conference, Piccadilly Printing-tickets | | | |
| posters, Signet Screen-signs, rack card, zip ties, | | | |
| bathroom attendant, table covers, prizes, survey cards, | | | |
| cups, fliers, volunteer food, poster ad design) | \$ | 1,500.00 | |
| Hotels | \$ | 1,500.00 | |
| Sub total expenses (some expenses subject to | Ψ | | |
| , , , , , | \$ | 14,945.81 | |
| change) | à | 14,945.61 | |
| Revenue (subject to change based on | | | |
| sponsorships - projected revenue extimated lower | | | |
| then expected | Tot | | |
| Tickets | \$ | 3,000.00 | |
| ExhibitorsVendors | \$ | 500.00 | |
| Sponsorship & Advertising Revenue | \$ | 11,500.00 | |
| Total revenue projected | \$ | 15,000.00 | |
| Net Revenue | \$ | 54.19 | |
| 20 E E B V A 54 | | | |
| Media Partner and Trade Value | | | |
| Heart Media, Centenial Braodcasting, Winchester Star, | | | |
| Comcast, Frederick Report, Valley Home Style, Google | | | |
| Ads, OTW Facebook, partner's Facebook | \$ | 25,000.00 | |

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

EVENT NAME: __Friday Night Live, August 19, 2016

| LABOR HOURS: | QTY: | LABOR R | ATE: | TOTAL COST: | |
|---|---|---|----------------------|---|-----------|
| Principal: | x | | = | Retainer | |
| Laborer: | x | | = | Retainer | |
| Event Coordinator: | x | | = | Retainer | |
| Work Release: | X | N/A | = | | |
| Volunteers: | x | N/A | = | | |
| Advertising Expenses: Radio, print, video, socia | See Attached p | · · | and | | |
| OPERATIONAL E Firms Operating Expens List out equipment need | EXPENDITUR es: See a ed: See attached | ES (talent, stag | e, lights, fe | encing, portable toilets, permits, tents, e | excl. adv |
| OPERATIONAL EFIRMS Operating Expens List out equipment need Tents, tables, bands and | EXPENDITUR es: See a ed: See attached g street performers REVENUE (sp | RES (talent, stag | e, lights, feections | encing, portable toilets, permits, tents, e | |
| OPERATIONAL EFIRMS Operating Expens List out equipment need- Tents, tables, bands and OPERATIONAL E | EXPENDITURES: See a sed: See attached street performers REVENUE (sp. stached projection) | ttached projections onsorship, tickness | e, lights, feections | | |

E.

| Friday Night Live August 19th, 2016 | | | |
|---|--------|-----------|---|
| City Admission Taxes | \$ | 200.00 | |
| Grand Rental Station (tent, chair, tables) | \$ | 750.00 | |
| Photographer | \$ | 100.00 | |
| Johnny Blues | \$ | 200.00 | |
| Security | \$ | 300.00 | |
| Insurance | \$ | 175.00 | |
| Ice/WalMart | \$ | 150.00 | |
| Fencing | \$ | 27.74 | |
| Parking Authority | \$ | | |
| Palmer Media (Audio/Sound) | \$ | 1,500.00 | |
| Media Campaign | | , | |
| Clear Channel/IHeartMedia (Q102, 98.3, 99.3 FM) | \$ | 1,000.00 | |
| Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM) | \$ | 1,000.00 | |
| Video Production | \$ | 285.71 | |
| The Winchester Star | \$ | 485.26 | |
| The Journal | \$ | 160.00 | |
| NV Dailey | \$ | 99.88 | |
| Frederick Report | \$ | 111.11 | |
| Wein & Stien | \$ | 66.67 | |
| Google ad's | \$ | 200.00 | 1 |
| Facebook Boosting | \$ | 98.79 | |
| Entertainment | ļ . | 00.70 | |
| Bands | \$ | 5,000.00 | |
| Street Performers and Musicans; Caricature, Photo Booth, | + | 0,000.00 | |
| Stilt Walker, Magician, Mime | | | |
| our value, magistar, mine | \$ | 1,500.00 | |
| MISC (i.e press conference, Piccadilly Printing-tickets posters, | ļ* | 1,000.00 | |
| Signet Screen-signs, rack card, zip ties, bathroom attendant, | | | |
| table covers, prizes, survey cards, cups, fliers, volunteer food, | | | |
| poster ad design) | \$ | 1,500.00 | |
| Show Click's (Ticketing) | Ψ | 1,000.00 | |
| Hotels | \$ | _ | |
| 110000 | Ψ | | |
| Sub total expenses (some expenses subject to change) | \$ | 14,910.16 | |
| our total expenses (come expenses our job to onange) | Ψ | 14,010.10 | |
| Davis de la la chance hand an announchina | | | |
| Revenue (subject to change based on sponsorships - | Land N | | |
| projected revenue extimated lower then expected | Total | | |
| Tickets | \$ | 3,000.00 | |
| Exhibitors/Vendors | \$ | 500.00 | |
| Sponsorship & Advertising Revenue | \$ | 11,500.00 | |
| T | | 48.000.00 | |
| Total Revenue | \$ | 15,000.00 | |
| Net Revenue | \$ | 89.84 | |

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EVENT NAME: Old Town Winchester 'OctoBEER Fest' October 14 - 15 - 16, 2016

EVENT LOCATION: <u>Taylor Pavilion and Old Court House Museum - Feltner Parking lot - and performers on Old Town Mall</u>

| | ABOR HOURS: | QTY: | LABOR R | ATE: | TOTAL COST: |
|----------------------|--|------------------------------------|--|---------------|--|
| Pri | ncipal: | • | х | = | Retainer |
| | borer: | | х | = | Retainer |
| Eve | ent Coordinator: | | х | = | Retainer |
| Wo | ork Release: | | x N/A | = | |
| Vo | lunteers: | | x <u>N/A</u> | = | |
| ΑI | OVERTISING CA | AMPAIGN(| media, marketing, | sales): | |
| | vertising Expenses: | | d projections | , | |
| Dag | dio, print, video, socia | al media noster | re cione see attache | ad. | |
| Nac | uio, print, video, socia | ii iiledia, postei | is, signs see anacir | zu. | |
| | ms Operating Expens | es: Sec | e attached proj | ections | |
| Lis | | ed: See attache | e attached proj ed projections | | performers |
| First Liss Test — OI | ms Operating Expense of out equipment needents, lights, fencing, po | ed: See attache ortable toilets, p | e attached projections permits tables, band sponsorship, tic | ls and street | performers endorsements, advertising, etc.): |

| OctoBEER Festival October 14th - 15th - 16th, 2016 | | |
|--|------------------------|---|
| Approximate Expenses | Total Cost | |
| City Admission Tax | \$ 950.00 | |
| Grand Rental Station (tent, tables, chair, etc) | \$ 3,000.00 | |
| Johnny Blue | \$ 1,300.00 | |
| Security Haines day time | \$ 1,120.00 | |
| Security Haines Overnight | \$ 850.00 | |
| Photography | \$ 250.00 | |
| Insurance | \$ 175.00 | |
| Insurance for Shenandoah Univ | \$ 431.25 | |
| lce | \$ 750.00 | |
| Stonewall Cooler | \$ 350.00 | |
| Fencing | \$ 50.00 | _ |
| Sunbelt Rental | \$ 1,000.00 | |
| Signet Screen Printing (glasses 4oz) | \$ 3,500.00 | |
| Signet Screen Printing (glasses 402) | \$ 500.00 | |
| | | |
| Signet Screen Printing volunteer Aprons | \$ 250.00 \$ 792.09 | |
| Signet Screen Printing - plastic cups Old Court House Civil War Museum | | |
| | | |
| Parking Authority (parking passes for SU) | \$ 315.50 | |
| Parking Authority | \$ 27.00 | |
| Palmer Media (Audio/Sound) | \$ 1,500.00 | |
| RAC Rental | \$ 50.00 | |
| Media | | |
| Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM) | \$ 1,250.00 | |
| Centennial Broadcasting (92.5, 105, 104 FM, 1400 | \$ 1,250.00 | |
| Video Production | \$ 285.71 | |
| The Winchester Star | \$ 485.26 | |
| The Journal | \$ 160.00 | |
| NV Dailey | \$ 500.00 | |
| Frederick Report | \$ 111.11 | |
| Wein & Stien | \$ 266.67 | |
| Comcast | \$ 500.00 | |
| Google ad's | \$ 600.00 | |
| Facebook Boosting | \$ 200.00 | |
| Media (Digital, Print, misc) | | |
| Entertainment Band & Dance troup | \$ 6,500.00 | |
| DJ Music | \$ 600.00 | |
| MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, | | |
| cups,fliers, volunteer food, poster ad design) | \$ 3,750.00 | |
| Hotel | \$ 1,000.00 | |
| | | |
| Sub total expenses (some expenses subject to change) | \$ 34,919.59 | |
| Revenue (subject to change based on | | |
| sponsorships - projected revenue extimated | | |
| lower then expected | Total | |
| Tickets | \$ 15,000.00 | |
| Exhibitors/Vendors | \$ 750.00 | |
| Sponsorship & Advertisement Revenue | \$ 22,000.00 | |
| Total revenue projected | \$ 37,750.00 | |
| rotar revenue projecteu | Ψ 31,130.00 | |
| | | |
| Net Revenue | \$ 2,830.41 | |

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EVENT NAME: Family Movies on the Mall (Thursday's in June, July, 2015)

EVENT LOCATION: Courthouse Lawn

A. PROJECTED TOTAL EVENT COST; See Attached projections

| LABOR HOURS: QT | Y: | LABOR RAT | E: | TOTAL COST | l' : | |
|---|---------------------|----------------------------------|------------|-----------------------|--------------------|--------------------|
| Principal: | _ x | | _ = | Retainer | | |
| Laborer: | X | | _ = | Retainer | | |
| Event Coordinator: | | DI/A | _ = | Retainer | | |
| Work Release: | x | N/A | _ = | | | |
| Volunteers: | _ x | N/A | _ = | | | |
| ADVERTISING CA | MPAIGN | N(media, marketing, | sales): | | | |
| Advertising Expenses: See Atta | ched Proj | jections | | | | |
| List out media campaign and pl | an: Poster | s, A-frames- inserts, | , social r | nedia boosting, etc. | | |
| | | | | | | *** |
| | | | | | | |
| OPERATIONAL EX | KPENDI | TURES (talent, | stage, l | ights, fencing, port | table toilets, per | rmits, tents, excl |
| OPERATIONAL EX advertising) Firms Operating Expenses: See | | | stage, l | ights, fencing, port | table toilets, per | rmits, tents, excl |
| advertising) | Attached | Projections | | | | |
| advertising) Firms Operating Expenses: See List out equipment needed: Pro | Attached | Projections | | | | |
| advertising) Firms Operating Expenses: See List out equipment needed: Pro attached | Attached | Projections Vinchester Parks & I | Rec and | to facilitate showing | of movies, cost | of movies - see |
| advertising) Firms Operating Expenses: See List out equipment needed: Pro | Attached vided by W | Projections Vinchester Parks & I | Rec and | to facilitate showing | of movies, cost | of movies - see |
| advertising) Firms Operating Expenses: See List out equipment needed: Pro attached OPERATIONAL RE | Attached vided by W | Projections Vinchester Parks & I | Rec and | to facilitate showing | of movies, cost | of movies - see |

| Family Movies on The Mall, 2016, Thursday's | | | |
|--|------------|----------|--|
| Approximate Expenses | Total Cost | | |
| Modio (Digital Print Mice) | \$ | 500.00 | |
| Media (Digital, Print, Misc) Google ad's | Ψ | 300,00 | |
| Facebook Boosting | | | <u>. </u> |
| Entertainment 8 movies | \$ | 2,400.00 | 1 |
| MISC (i.e press conference, Piccadilly | Ψ | 2,400.00 | |
| Printing- posters, Signet Screen-signs, rack | | | |
| card, survey cards, fliers, poster & ad | | | |
| design, Media marketing) | \$ | 500.00 | |
| Sub total expenses (some expenses | | | |
| subject to change) | \$ | 3,400.00 | |
| Revenue (subject to change based on sponsorships - projected revenue extimated lower then expected | Total | | |
| non ticketed event FREE to public | | | |
| Sponsorship | \$ | 2,500.00 | |
| Total revenue projected | \$ | 2,500.00 | |
| Net Revenue | \$ | (900.00) | |
| | | | |